

**The Academy of Wine Business Research (AWBR),  
The Facoltà di Economia « R.M. Goodwin », Siena**

**July17-19, 2008**

## **Relevant attributes for win selling on the web**

### **Comparative analysis between two market segments**

#### **Authors:**

- Esther Subirà Lobera (Universitat de Barcelona) [esubira@ub.edu](mailto:esubira@ub.edu)  
Av. Diagonal 696. 08834, Barcelona . Telf. 34 934 024 461
- Agustí Casas Romeo (Universitat de Barcelona) [acasas@ub.edu](mailto:acasas@ub.edu)  
Av. Diagonal 696. 08834, Barcelona . Telf. 34 934 021 995
- Rubén Huertas García(Universitat de Barcelona) [ruertas@ub.edu](mailto:ruertas@ub.edu)  
Av. Diagonal 696. 08834, Barcelona . Telf. 34 934 021 995
- Armand Gilinsky 707-664-2709 (Sonoma State University)  
[armand.gilinsky@sonoma.edu](mailto:armand.gilinsky@sonoma.edu)

Internet has been visited by different kind of public and organizations as a new and competitive tool of marketing in the winery field, specially related with the OD and the on-line transaction options (Doolin et al. 2002). However, trough the Internet also it has risen the opportunity of appear specialized sites with new interfaces (three party webs) where they are compared with other different brands, *maridage* , promotions, etc.. which could add value to some wines (Connolly et al. 1998). The wine world has been also participle of multiple distribution channels to sell products and services on a more efficient way trough a combination of the traditional and electronic channels. It's important for the organizations to depend on the channels which better adapt to the organizations' needs (O'Connor & Frew, 2004). Anyway, the wine selling through the websites, usually means deep cultural changes as it happens between Europe and USA (especially Spain). As well it exists the possibility of global discounts and therefore the option to compete in a *glo-local* way (Morgan & Jeong, 2007) in a moment when the demand from USA and China is rising and the old traditional markets (France, Italy and Spain) are decreasing. However, wine-makers have a competitive opportunity to cheer up the consumers to visit their properties, wineries and and get additional information about winery products through three party Internet Portals or website with only one window. (Morosan & Jeong, 2007). Wine-makers must be interested in knowing how customers can compare their attributes with their competitors.